

## Strategies for a Successful Job Search

Before you start, ask yourself a few questions – and then answer them. What do you want to do? What kind of job do you want? What kind of organization do you want to work for?

### Outline

- ❶ Know what you want
- ❷ Know the organization
- ❸ Take initiative
- ❹ Focus on the employer's needs
- ❺ Target your resume and cover letter
- ❻ Practice interviewing
- ❼ Stay positive

It's hard to write a good resume or interview well if you only have a vague idea of why you're there in the first place. It's even harder to get a job offer if you can't explain how your skills and experience will benefit the employer.

As a job applicant, you have the responsibility to present yourself to the employer as a person who is ready, able and willing to get the job done. Following are some strategies to an effective job search!

### ❶ Know what you want

Employers are interested in applicants who can explain why they're seeking this position, what they find interesting about the work, and why they want to work here.

### ❷ Know the organization

Learn as much as you can about the organization's business, it's mission, vision, and values. To find out about an employer, look at its website, conduct research at the library, and talk to current or former employees.

### ③ Take initiative

Spend the time and energy it will take to get the work you want. Develop a job search plan with specific activities to do every day.

### ④ Focus on the employer's needs

Look at the job from the employer's point of view. What can you do to solve their problems? What have you accomplished in the past that is similar to this employer's needs?

### ⑤ Target your resume and cover letter

Your resume and cover letter should emphasize skills, training/education, and experiences that match the job you want.

### ⑥ Practice interviewing

Go on every interview you can. You'll learn the kinds of questions you can expect and have a chance to practice your answers.

### ⑦ Stay Positive

Looking for a job isn't easy. Rejection is part of the process. When you feel like giving up, remember, the right job for you is out there.

## Benefits of using this strategy

### **Starting with your own interests builds momentum for your job search**

- Spend time learning more about yourself and what you want from work
- Don't be afraid to decide the kind of work and employer you want

### **Knowing about the employer helps you communicate better**

- Target your resume to the employer's needs
- Explain in the interview how you can contribute

### **Having a job search plan will keep you motivated**

- Set realistic goals each week
- Reward yourself for reaching your goals

**Keep trying—every no is just a step on the road to yes.**